

Bachelor of Arts in Communication

Communication and media shape the ways we understand and interact in our social worlds. The 45-unit Bachelor of Arts in Communication degree helps students develop valuable communication understandings and skills through a deep, practical, timely, and relevant curriculum. Five core courses expose students to major communication institutions and processes, theoretical perspectives and research techniques for studying those phenomena, and career pathways and ethical considerations for communication professionals. Students deepen these understandings and sharpen their skills by specializing in one of three concentrations: Relational and Organizational Communication, Media Studies, and Strategic Communication. Further, a wide range of Experiential Learning courses gives students hands-on experience in communication and media practices to prepare them for their careers. Together, this mix of theory and practice prepares students for a lifetime of personal, civic, and professional communication, including careers in various fields, such as: human resources, training and development; journalism, broadcasting, and filmmaking; digital/social media strategy and management; strategic communication for corporations, non-profits, and government entities; and many others.

Requirements (45 units)

Total units required for graduation: 120

Requirements for the B.A. in Communication

Core course requirements (15)

COMM 2101	Introduction to Communication Studies	3
COMM 3101	Communication, Self, and Others	3
COMM 3102	Media, Culture, and Society	3
COMM 4101	Communication Research Methodology	3
COMM 4102	Ethical Aspects of Communication	3

Experiential Learning requirements (6)

Students choose six units from at least two of the following experiential learning courses. In these courses, students apply Communication theories and practices in supervised, "hands-on" activities, and they reflect on those experiences. 6

Students can only apply six experiential learning units toward the B.A. in Communication; however, additional experiential learning units may contribute to a minor (where applicable), or to a student's general graduation requirements (120 units).

Experiential learning courses may not be used as elective units, either in the B.A. in Communication or its respective concentrations.

COMM 2291	Practicum in Relational and Organizational Communication	
COMM 2292	Practicum in Mentoring	
COMM 2293	Practicum in Intercollegiate Forensics: Coyote Debate	
COMM 2391	Practicum in Multimedia Journalism: Coyote Chronicle	
COMM 2392	Practicum in Digital Audio and Radio	
COMM 2393	Practicum in Television Journalism Production: Local Matters	

COMM 2491	Practicum in Strategic Communication: Coyote PR	
COMM 2492	Practicum in Advertising: Coyote Advertising	
COMM 2592	Practicum in Communication Research	
COMM 2593	Service Learning in Communication	
COMM 4291	Advanced Practicum in Relational and Organizational Communication	
COMM 4292	Advanced Practicum in Mentoring	
COMM 4293	Advanced Practicum in Intercollegiate Forensics: Coyote Debate	
COMM 4391	Advanced Practicum in Multimedia Journalism: Coyote Chronicle	
COMM 4392	Advanced Practicum in Digital Audio and Radio: Coyote Radio	
COMM 4393	Advanced Practicum in Television Journalism Production: Local Matters	
COMM 4491	Advanced Practicum in Strategic Communication: Coyote PR	
COMM 4492	Advanced Practicum in Advertising: National Student Advertising Competition team	
COMM 5792	Internship in Communication	
COMM 5793	Internship in Communication	
COMM 5794	Internship in Communication	

Electives (6)

In addition to the Communication core, experiential learning, and concentration coursework, students choose six elective units in COMM coursework to broaden and deepen their understandings of communication processes. 6

Students can only apply six elective units toward the B.A. in Communication; however, additional elective units may contribute to a minor (where applicable), or to a student's general graduation requirements (120 units).

Elective courses should be chosen in consultation with an advisor and, in the case of non-departmental electives, the approval of the chair. COMM 1000, 1002, 1006, and 1007 may not be applied toward the B.A. in Communication.

Concentration (18)

A minimum of 18 units from one of the following concentrations below 18 to be chosen in consultation with an advisor.

Total Units 45

Note: Transfer students from a California community college who earned an appropriate Associate Degree for Transfer (AA-T or AD-T) in communication may complete the B.A. in Communication by selecting any of the three concentrations.

Concentrations (18 units)

Relational and Organizational Communication Concentration (18 units)

(Program Code: CMRO)

Core (9)

COMM 2201	Intercultural Communication	3
COMM 4202	Relational Communication	3
COMM 4203	Organizational Communication	3

Electives (9)

Nine units chosen from:	9
COMM 2231 Small Group Communication	
COMM 2251 Fundamentals of Interpersonal Communication	
COMM 3211 Business and Professional Communication	
COMM 3212 Persuasion	
COMM 3227 Topics in Relational and Organizational Communication	
COMM 3230 Nonverbal Communication	
COMM 3231 Communication for Training Programs	
COMM 4211 Communication and Gender	
COMM 4222 Communication and Conflict	
COMM 4231 Classroom Communication	
COMM 4241 Interviewing	
COMM 5222 Mediation Theory and Practice	
COMM 5267 Advanced Topics in Relational and Organizational Communication	
COMM 5280 Culture and Ethnicity in Language	
COMM 5952 Independent Study	
COMM 5953 Independent Study	
COMM 5954 Independent Study	
Total Units	18

Media Studies Concentration (18 units)

(Program Code: CMMS)

Core (9)

COMM 3301 Media Institutions in Context	3
COMM 3305 Digital Media and Society	3
COMM 2301 Newswriting and Reporting	3
or COMM 3354 Fundamentals of Screenwriting	

Electives (9)

Nine units chosen from any of the following areas: 9

Media Studies

COMM 3319 Topics in Media Studies	
COMM 4301 Gender, Race, and Class in Media	
COMM 4302 Latinx, Media, and Cultures	
COMM 4303 Global Communication	
COMM 4304 Media Effects	
COMM 4305 Advertising as Social Communication	
COMM 5301 Media Sex and Violence	
COMM 5302 Communication Law and Policy	
COMM 5303 Muslim Women in Media and Society	
COMM 5319 Advanced Topics in Media Studies	

Film Studies

COMM 3331 The Development of Motion Pictures	
COMM 3332 Movies in the Digital Age	
COMM 3333 Film Analysis	
COMM 3334 Global Cinema	
COMM 3339 Topics in Film Studies	
COMM 5339 Advanced Topics in Film Studies	

Digital Production

COMM 2351 Television Studio Production	
COMM 3335 Visual Communication	

COMM 3351 Introduction to Digital Video Editing	
COMM 3353 Digital Video Field Production	
COMM 3354 Fundamentals of Screenwriting ¹	
COMM 3359 Topics in Digital Production	
COMM 3361 Digital Audio and Radio Production	
COMM 4355 Digital Filmmaking I	
COMM 4356 Digital Filmmaking II	
Multimedia Journalism	
COMM 2301 Newswriting and Reporting ¹	
COMM 3371 Multimedia Journalism	
COMM 3372 Publication Design	
COMM 3379 Topics in Multimedia Journalism	
COMM 5952 Independent Study	
COMM 5953 Independent Study	
COMM 5954 Independent Study	

Total Units **18**

¹ If not already completed as a concentration core course.

Strategic Communication Concentration (18 units)

(Program Code: CMSC)

Core Requirements (15)

COMM 2301 Newswriting and Reporting	3
COMM 3401 Introduction to Strategic Communication	3
COMM 3402 Writing for Public Relations	3
COMM 4401 Strategic Communication Campaigns	3
COMM 5401 Crisis Communication	3

Electives (3)

Three units chosen from: 3

ADMN 1500 Introduction to Administration	
COMM 3211 Business and Professional Communication	
COMM 3212 Persuasion	
COMM 3372 Publication Design	
COMM 5302 Communication Law and Policy	
COMM 3403 Business Literacy for Strategic Communication	
ECON 2201 Principles of Microeconomics	
ENTR 3000 Entrepreneurship and Innovation	
MGMT 3900 Principles of Strategy	
MKTG 3050 Marketing Principles	

Total Units **18**

Individualized Concentration (18 units)

(Program Code: CMIP)

Students may propose a unique, individualized 18-unit concentration if the proposed concentration has curricular integrity and if it fulfills objectives that cannot be met through one of the concentrations listed above.

Proposals, which require departmental approval, must be submitted no later than the student's junior year. Only 12 units of course work completed prior to such approval can be applied toward an individualized concentration. Consult the department chair for exceptions that may apply to students at the Palm Desert campus.